



## AMBASSADOR TOOLKIT

### **Website + Resources**

Website: [savemorelives.org](http://savemorelives.org)

Infographic: [9 Facts About Cardiac Arrest](#)

### **Social Media Accounts**

Facebook: [@StartingHearts](#)

LinkedIn: [Starting Hearts](#)

Instagram: [@StartingHearts](#)

Twitter: [@StartingHearts](#)

YouTube: [@StartingHearts](#)

TikTok: @StartingHearts

### **Ambassador Social Media Activities**

- Follow @StartingHearts on all applicable social media channels and repost our content
- Announce your support for the #SaveMoreLives Challenge
- Watch Susan Ford Bales and the two-minute [CALL. PUSH. SHOCK.™ training video](#)
- Record yourself, friends, and family practicing CPR with household items (ie. ball, pillow, plastic bottle, etc.) and share using #SaveMoreLives and @StartingHearts
- Sign the Save More Lives Challenge [petition](#) and post about it on social media using #SaveMoreLives
- Post some of the sample Social Media Copy and Images provided below
- Add social media frames and provided images to your social media profiles for part or all of the campaign
- Text CPR to 50155 to donate or visit [savemorelives.org](http://savemorelives.org)
- Post unique messages about Sudden Cardiac Arrest, CPR and defibrillators with #SaveMoreLives such as:
  - Post selfies in front of defibrillators using #NearestDefib #HasADefib #SaveMoreLives
  - Post selfies in front of places needing a defibrillator using #NeedsADefib #SaveMoreLives

- Share a video story of a loved one that was saved from CPR and defibrillation with #SaveMoreLives
- Share a video story of a loved one that was lost from SCA with #SaveMoreLives
- Create and share a dance with #SaveMoreLives
- Challenge others to do the above activities

## Sample Social Media Copy

### Challenge Participation:

- *Join me, @StartingHearts, and presidential daughter and #SCASurvivor Susan Ford Bales in helping save 100,000 lives per year by 2040 and bring awareness to the #1 cause of death in America #SuddenCardiacArrest by participating in the #SaveMoreLives Challenge. During February #AmericanHeartMonth I will be posting information on how to #SaveMoreLives Please join me by visiting [savemorelives.org](http://savemorelives.org)*
- *I am joining @StartingHearts in spreading awareness of #SuddenCardiacArrest during #AmericanHeartMonth through the #SaveMoreLives Challenge!*
- *Did you know...That #SuddenCardiacArrest is the #1 killer in the U.S.? YOU can help do something about it. Participate in the Challenge and help #SaveMoreLives @StartingHearts [savemorelives.org](http://savemorelives.org)*
- *#SaveMoreLives by joining @StartingHearts in spreading awareness of #SuddenCardiacArrest during #AmericanHeartMonth. Head to [savemorelives.org](http://savemorelives.org) to learn more.*

### Watch the Two-Minute Training:

- *Would you know what to do if #SuddenCardiacArrest happened in your presence? I watched this two-minute video that taught me how to recognize this life threatening emergency and how to help save a life. Check it out by clicking [here](#)! #SaveMoreLives @StartingHearts*
- *Anyone can learn #CPR and everyone should. Watch this [two-minute training video](#) to learn how to #SaveMoreLives @StartingHearts*
- *Did you know...Less than 10% of #SuddenCardiacArrest victims survive. Learn how to properly respond to someone having a #SCA by watching this [video](#). Be sure to share and challenge others to do the same. #SaveMoreLives @StartingHearts*
- *Got 2 minutes? Anyone can save a life, even you! Watch this [video](#) to find out how! #SaveMoreLives @StartingHearts*
- *The majority of #SuddenCardiacArrest incidents occur at home--the life you save may be one you love. #SaveMoreLives @StartingHearts (use social media template)*

### Practice Compressions:

- *Practice makes perfect when it comes to #CPR! Grab a household item like a pillow, ball or plastic bottle (but not a person or pet!) to practice your compressions. Share your photo/video #SaveMoreLives @StartingHearts*
- *I found this cool item to practice #CPR on! What do you have around your house? #SaveMoreLives @StartingHearts*

### Sign the Petition:

- Little is known about #SuddenCardiacArrest because it is not being tracked in the U.S. If data is collected then we would be able to conduct vital research to further our knowledge of cardiac arrest treatment and save countless lives. Please sign this [petition](#) supported by @StartingHearts and @AmericanHeart to encourage the legislature to mandate the reporting of our nation's leading cause of preventable death. Visit [savemorelives.org](#) to find out more. #SaveMoreLives
- Can you believe that #SuddenCardiacArrest is not being tracked nationwide? Sign @StartingHearts [petition](#) to encourage legislators to mandate the reporting of #SCA [savemorelives.org](#) #SaveMoreLives
- I signed the [petition](#) to encourage the reporting of #SuddenCardiacArrest. Please help #SaveMoreLives by signing here: [savemorelives.org](#)
- Take action! @StartingHearts and @AmericanHeart seek to make #SuddenCardiacArrest incidents a reportable condition nationwide. Sign this [petition](#) to ask legislators to report our nation's leading cause of preventable death and #SaveMoreLives [savemorelives.org](#)

**Donate:**

- I donated to help #SaveMoreLives! Text CPR to 50155 to donate to help @StartingHearts spread their mission of raising awareness for #SuddenCardiacArrest. Your support could help save 100,000 lives per year by 2040!
- The best way to #SaveMoreLives from #SuddenCardiacArrest is to join @StartingHearts in spreading awareness during #AmericanHeartMonth. Text CPR to 50155 to donate. To learn more head to [savemorelives.org](#).

**Suggested Hashtags**

#SuddenCardiacArrest #SCA #SCAwareness #Cardiacarrest #HeartSaver #CALLPUSHSHOCK #CPRSavesLives  
 #SaveMoreLives #SaveMoreLivesChallenge #SaveALife #AmericanHeartMonth #GoRed #DoGood #HeartHealth  
 #HealthyHeart #HeartHealthy #CardiovascularHealth #Cardiovascular #CPR #CPRTraining #CPRTrainingClass #AED  
 #AEDTraining #CPRCertified #CPRCertification #Defib #Defibrillator #Defibrillators #BystanderCPR #NearestDefib  
 #NeedsADefib #SCASurvivor #NeighborSaver #StartingHearts

**Social Media Images + Logos**

Starting Hearts and Save More Lives Challenge logos: [download](#)

Social Media Images: [download](#)

**Boilerplate**

**ABOUT SAVE MORE LIVES CHALLENGE**

The [Save More Lives Challenge](#) asks the public to consider SCA and how to respond if it occurred in their presence. People are encouraged to watch a two-minute [CALL. PUSH. SHOCK.™ training video](#) and partake in the campaign by practicing the learned techniques and using the hashtag #SaveMoreLives. The challenge is also designed to ignite action for cardiac arrest measures from change-makers in the legislature by raising awareness of Sudden Cardiac Arrest through online [petitions](#) that highlight programs and techniques that could save lives. Those touched by SCA are encouraged to donate. Funds raised from the Save More Lives Challenge will go towards implementing more programs to address SCA nationally.

## Press Release

**FOR IMMEDIATE RELEASE**

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### **Starting Hearts Launches #SaveMoreLives Challenge and Partners with Presidential Daughter, Susan Ford Bales, to Help Save 100,000 Lives Per Year by 2040**

*Focused on fueling legislative change, nonprofit committed to raising awareness of Sudden Cardiac Arrest announces educational campaign that supports two-minute CPR and defibrillation training programs for nation's leading cause of preventable death*

Avon, Colo. (Jan. 23, 2020) - [Starting Hearts](#), a nonprofit committed to increasing awareness of Sudden Cardiac Arrest (SCA), announced it will kick off its first-ever Save More Lives Challenge on Feb. 1, 2020, to align with American Heart Month. This educational campaign is aimed at engaging the public in lifesaving techniques that can decrease the number one cause of death in the U.S., Sudden Cardiac Arrest.

“I founded Starting Hearts in 2010 after suffering a Sudden Cardiac Arrest at the young age of 27. Since then, our mission to combat the rise of SCA fatalities has accomplished remarkable success as a result of placing lifesaving defibrillators throughout Colorado’s Eagle County. To date, I’m thrilled to say that we’ve achieved one of the highest per capita rates in the world and have trained thousands of people in CPR,” said Lynn Blake, founder of Starting Hearts. “We are honored to partner with Susan Ford Bales, SCA survivor and daughter of President Gerald R. Ford and Mrs. Betty Ford, as our national spokesperson for the launch of our Save More Lives Challenge. Susan joins our efforts to propel the national reach of this program and highlight the vital importance of SCA awareness. American Heart Month is the perfect time of year to spread the word about the many ways we can minimize this devastating and often fatal health event.”

With the help of SCA survivors and families impacted by the condition across the nation, Starting Hearts plans to achieve its ultimate goal of saving 100,000 lives per year by 2040 by engaging citizens in lifesaving CPR education and placing millions of additional defibrillators in public locations. The Save More Lives Challenge asks the public and those touched by SCA to donate to the challenge and participate in the campaign by practicing the CALL. PUSH. SHOCK.™ technique and using the hashtag #savemorelives. The challenge is also designed to ignite action for cardiac arrest measures from change-makers in government by raising awareness of Sudden Cardiac Arrest through online petitions that highlight programs and skills that could save lives.

“My life was saved by immediate bystander care and use of a nearby defibrillator in 2010,” said Susan Ford Bales, Honorary Chair and Ambassador of Starting Hearts. “As a survivor, I personally know how effective these lifesaving methods are and how we can vastly improve positive outcomes for so many. SCA impacts approximately 400,000 people annually and of that, an estimated 10 percent survive. I couldn’t be prouder to be a part of the Save More Lives Challenge and to help fuel legislative change in hopes we can start to conduct vital research to expand our knowledge of cardiac arrest causes and treatments.”

Those looking to join the Save More Lives Challenge can help by:

1. Watching Susan's story of survival and the two-minute CALL. PUSH. SHOCK.™ training video at [savemorelives.org](http://savemorelives.org)
2. Recording yourself, friends, and family practicing CPR with a household item (i.e. ball, pillow, plastic bottle, etc.) and share photos/videos using hashtag #savemorelives @StartingHearts
3. Signing the Save More Lives Challenge [petition](#) to encourage the tracking of SCA in the U.S.
4. Donating by texting CPR to 50155 or visiting [savemorelives.org](http://savemorelives.org)
5. Being a Save More Lives Challenge Ambassador by asking family, friends, and networks to join the campaign

All funds raised from the Save More Lives Challenge will go towards implementing additional programs that help collect SCA data nationally to advance research studies as well as establishing even more effective CPR and defibrillation strategies. For more information on Starting Hearts, visit [startinghearts.org](http://startinghearts.org). To get involved with the Save More Lives Challenge, visit [savemorelives.org](http://savemorelives.org). To join the conversation on social media, follow @StartingHearts on Instagram and Facebook.

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#### **ABOUT STARTING HEARTS**

[Starting Hearts](#) is a nonprofit committed to increasing awareness of Sudden Cardiac Arrest (SCA). Aimed at saving 100,000 lives per year by 2040, Starting Hearts provides lifesaving programs such as free CPR/DEFIB education, widespread distribution of defibrillators, community involvement and more. Founded in 2010 by SCA survivor Lynn Blake, Starting Hearts continues to expand its offerings and activities throughout Colorado and beyond. This year, Starting Hearts is partnering with presidential daughter and SCA survivor Susan Ford Bales to launch the Save More Lives Challenge, an educational campaign dedicated to engaging the public and lawmakers in powerful techniques that can make a transformative difference for SCA victims. For more information on Starting Hearts, visit [startinghearts.org](http://startinghearts.org). To get involved with the Save More Lives Challenge, visit [savemorelives.org](http://savemorelives.org).